



WEWS

ORDER

Print Date 10/29/12 Page 1 of 2

Flight Dates **10/30/12-11/06/12**

Contract / Revision **316135 /**
Original Date / Revision
 10/27/12 10/29/12
Advertiser **Friends of Brown / Democra**

Agency **Shorr Johnson Magnus**
Buying Contact

1831 Chestnut Street
Philadelphia, PA 19103

Product
Friends of Brown Week 1 Add 10.3

Agency Com 15%
Billing Contact

1831 Chestnut Street
Philadelphia, PA 19103

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00

Estimate # **Week # 1 ADD**
Alt Order #

Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
 Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 58650

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	34	\$49,852.50	\$58,650.00	0.00
Totals	34	\$49,852.50	\$58,650.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	34	\$49,852.50	\$58,650.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/30/12	11/06/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	4	\$700.00	P-2	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					2	\$700.00		0.00			
		Week: 11/05/12	11/11/12	MT-----					1	\$700.00		0.00			
N 2	WEWS	10/30/12	11/06/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	5	\$850.00	P-1	0.00	NM	5	\$4,250.00



WEWS

Print Date: 10/29/12

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Contract / Revision **316135** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/27/12/ 10/29/12

Order Sep 00:20:00

Advertiser **Friends of Brown / Democr** Product **Friends of Brown Week 1 A** Estimate # **Week # 1 ADD**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/30/12	11/06/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	5	\$850.00	P-1	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- TWTF--		4				\$850.00		0.00			
	Week:	11/05/12	11/11/12	MT-----		1				\$850.00		0.00			
N 3	WEWS	10/30/12	11/06/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	:30	4	\$1,200.00	P-1	0.00	NM	6	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- TWTF--		4				\$1,200.00		0.00			
	Week:	11/05/12	11/11/12	MT-----		2				\$1,200.00		0.00			
N 4	WEWS	10/30/12	11/06/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	5	\$1,200.00	P-2	0.00	NM	6	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- TWTF--		5				\$1,200.00		0.00			
	Week:	11/05/12	11/11/12	M-----		1				\$1,200.00		0.00			
N 5	WEWS	10/30/12	11/06/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	4	\$2,500.00	P-1	0.00	NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- TWTF--		4				\$2,500.00		0.00			
	Week:	11/05/12	11/11/12	M-----		1				\$2,500.00		0.00			
N 6	WEWS	10/30/12	11/06/12	Wednesday Prime C Wednesday Prime C	CM	10-11p	--W----	:30	1	\$8,000.00	P-1	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--W----		1				\$8,000.00		0.00			
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 7	WEWS	10/30/12	11/06/12	Country Music Awards Country Music Awards	CM	8-11p	---T---	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	---T---		1				\$8,000.00		0.00			
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 8	WEWS	10/30/12	11/06/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	3	\$1,600.00	P-1	0.00	NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- TWTF--		3				\$1,600.00		0.00			
	Week:	11/05/12	11/11/12	M-----		1				\$1,600.00		0.00			
N 9	WEWS	10/30/12	11/06/12	SU This Week 9-10a SU This Week 9-10a	CM	9-10a	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$2,500.00		0.00			
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 10	WEWS	10/30/12	11/06/12	M-F 430-5am News M-F 430-5am News	CM	430-5a	MTWTF--	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- TWTF--		1				\$250.00		0.00			
	Week:	11/05/12	11/11/12	MT-----		1				\$250.00		0.00			
Totals														34	\$58,650.00